WHAT IS CLAIMED IS:

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- 1. A process for the production of para-xylene comprising contacting an aromatics-feedstock comprising toluene with a selectively pre-coked catalyst at disproportionation conditions comprising a hydrogen-to-hydrocarbon molar ratio of less than 3.0 and a toluene conversion greater than 30 wt-% calculated on a feed basis to obtain a para-xylene rich product containing para-xylene in excess of its equilibrium concentration.
- 2. The process of claim 1 wherein the selectively pre-coked catalyst is selectively pre-coked by contacting the catalyst with a coke-forming feed at pre-coking conditions comprising an inlet temperature of about 300° to about 700°C, a pressure of about 100 kPa to about 4 MPa absolute, a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹, and a molar ratio of hydrogen to coke-forming feed of about 0.01 to about 5.
- 3. The process of claim 2 wherein the pre-coking conditions further comprise nitrogen present in the pre-coking step in a molar ratio to coke-forming feed of about 0.01 to about 10.
- 4. The process of claim 1 wherein the disproportionation conditions further comprise an inlet temperature from about 200° to about 600°C, a pressure of from about 100kPa to about 6 MPa absolute, and a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹.
- 5. The process of claim 1 wherein the hydrogen-to-hydrocarbon molar ratio is between about 0.1 and about 1.0.

- 20 -

105354

- 6. The process of claim 5 wherein the hydrogen-to-hydrocarbon molar ratio is between about 0.2 and about 0.5.
- 7. The process of claim 1 wherein the toluene conversion is greater than about 33 wt-%.
- 8. The process of claim 1 wherein the catalyst comprises a zeolitic aluminosilicate having a pore diameter of about 5 to about 8 angstroms and a binder.
- 9. The process of claim 8 wherein the zeolitic aluminosilicate comprises a pentasil zeolite selected from the group consisting of MFI, MEL, MTW, and TON.
 - 10. A process for the production of para-xylene comprising:
 - a) disproportionating an aromatics feedstock comprising toluene by contacting the feedstock with a selectively pre-coked catalyst at disproportionation conditions comprising free hydrogen present in a molar ratio to feedstock hydrocarbons of less than 3.0, an inlet temperature from about 200° to about 600°C, and a pressure of from about 100kPa to about 6 MPa absolute, to obtain a para-xylene-rich product by conversion of greater than 30 wt-% of the toluene in the feedstock;
 - b) the selectively pre-coked catalyst being pre-coked by contacting the catalyst with a coke-forming feed at pre-coking conditions comprising an inlet temperature of about 300° to about 700°C, a pressure of about 100 kPa to about 4 MPa absolute, a molar ratio of free hydrogen to coke-forming feed of about 0.1 to about 5, and a molar ratio of nitrogen to coke-forming feed of about 1 to about 10, to obtain the selectively pre-coked catalyst; and

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105354 - 21 -

- c) recovering para-xylene from the para-xylene-rich product by one or both of adsorption and crystallization.
- 11. The process of claim 10 wherein disproportionation conditions of step (a) and the pre-coking conditions of step (b) are carried out in the same vessel at a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹.
- 12. The process of claim 11 wherein the catalyst comprises a zeolitic aluminosilicate having a pore diameter of about 5 to about 8 angstroms and a refractory inorganic-oxide binder comprising aluminum-phosphate.
 - 13. The process of claim 10 wherein the conversion is greater than about 33 wt-%.
- 14. The process of claim 10 step (a) wherein the free hydrogen is present in a molar ratio to feedstock hydrocarbons of about 0.1 to about 1.0.
 - 15. A process for the production of para-xylene comprising:

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a) disproportionating a toluene-containing feedstock by contacting the feedstock with a catalyst selectively pre-coked in the presence of an inert gas, said contacting occurring at disproportionation conditions comprising free hydrogen present in a molar ratio to feedstock hydrocarbons of about 0.1 to about 1.0, an inlet temperature from about 200° to about 600°C, a pressure of from about 100kPa to about 6 MPa absolute, and a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹ to obtain a para-xylene-rich product containing para-xylene in excess of its equilibrium concentration by conversion of greater than 33 wt-% of the toluene present in the feedstock;

105354 - 22 -

- recovering para-xylene from the para-xylene-rich product by one or both of adsorption and crystallization; and
- c) carrying out step (a) for a period of time until the initial inlet temperature has increased by 20°C or greater, at which point the catalyst is rejuvenated by increasing the molar ratio of free hydrogen to feedstock hydrocarbons to greater than 1.0.
- 16. The process of claim 15 wherein the conversion of toluene is about 33 wt-% or greater.
- 17. The process of claim 15 wherein the conversion of toluene is about 30 to about 33 wt-%.

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- 18. The process of claim 17 wherein the para-xylene-rich product of step (b) further comprises benzene present in an amount no greater than about 15 wt-% calculated on a toluene feed basis.
- 19. The process of claim 15 wherein the rejuvenation conditions of step (d) further comprise free hydrogen present in a molar ratio to feedstock hydrocarbons of about 1 to about 5, an inlet temperature from about 200° to about 600°C, a pressure of from about 100kPa to about 6 MPa absolute, and a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹.
- 20. The process of claim 15 wherein the catalyst is selectively pre-coked by

 contacting a pentasil zeolite selected from the group consisting of MFI, MEL, MTW, and

 TON, with a coke-forming feed in the presence of a gas comprising hydrogen and an inert

 diluent-gas at pre-coking conditions comprising an inlet temperature of about 300° to

105354 - 23 -

about 700°C, a pressure of about 100 kPa to about 4 MPa absolute, a molar ratio of free hydrogen to coke-forming feed of about 0.1 to about 5, a molar ratio of inert diluent-gas to coke-forming feed of about 0.01 to about 10, and a liquid hourly space velocity of about 0.2 to about 20 hr⁻¹, to deposit between about 5 and about 40 mass-% carbon on the catalyst and obtain a selectively pre-coked catalyst.

21. The process of claim 20 wherein the inert diluent-gas is selected from the group consisting of nitrogen, methane, ethane, propane, and mixtures thereof.

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105354 - 24 -